## **Events**



There are a wide variety of event formats: Award ceremonies, conferences, trade fairs, festivals or even a fireside chat can be considered an event. Typically, more than two people would be expected to attend an event, but it can involve thousands or even hundreds of thousands. Events can take place on site or in the digital space.

The central aspect of many events, especially when they take place on site, is the facilitation of interpersonal communication: Meeting in person creates an emotional and physical connection, as human interaction is at the core. This offers enormous advantages, since trust can be built up here in particular. Successful events are status-laden: An institution that is able to stage outstanding events can greatly increase its esteem with relevant stakeholders. Successful events leave a lasting impression. Sometimes, the pleasant and extremely interesting evening is still talked about years later. This is where events clearly stand out from other traditional media.

But where there is much to gain, there is usually much to lose as well – and this is exactly the case with events. The amount of work, pressure, energy and dedication that goes into putting on a successful event is often underestimated. When everything runs smoothly, this effort is usually not seen or appreciated.

A failed event, on the other hand, can damage an institution's image for years to come. A minister or major sponsor who had to deliver a speech to a half-empty auditorium with a faulty microphone is unlikely to be very forgiving. Another major danger lurks in invitations: Forgetting people who are particularly important—or at least think they are—can lead to lasting diplomatic upheaval. It is therefore essential to avoid inadvertently overlooking particularly powerful stakeholders.

In conclusion, a well-planned event is like a masterpiece painting: Every detail counts. From the choice of venue to the content, food and entertainment, everything should be carefully considered to ensure a memorable experience for all participants. And if your research centre is publicly funded, make sure that the costs stay low and you follow the rules. Otherwise, you could find yourself in trouble for wasting taxpayers' money.

Besides all that, it is essential to ensure that you don't get bogged down in this multitude of details, at the risk of pulling out a few hairs and having some sleepless nights in the process... event planning doesn't have to be all work and no play. On the contrary, injecting a little fun and creativity into the planning process can make it an enjoyable experience for everyone involved. So, if you're planning an event, take your time, pay attention to the details, and don't forget to have some fun along the way.

